

## Competitive Nielsen Share

Supermarkets - 1MM

	Share	Share Chg YAG	Share Chg MAG
Virginia Slims	3.66	0.00	0.01
Capri	1.01	0.10	0.01
Misty	1.73	0.23	0.04
Style	0.54	-0.05	0.00
Eve	0.47	-0.04	0.01
Salem 100's	2.68	0.08	-0.02
Marlboro Light 100's	4.12	0.36	0.04
Doral 100's	3.56	-0.06	0.00
Winston 100's	2.48	0.14	-0.15

2071657764

Nielsen Integrated

Nielsen Integrated-Monthly as of APR 1996

Competitive Measures

Page 1 of 1